



*Great Accomplishments  
of Our Past  
Are the  
Inspiration for Our Future*



**July 2008**

**MEETING OF THE  
DOWNTOWN ASSOCIATION**

**July 29, 2008 6 PM  
Tap Room Meeting Room**

**AGENDA**

1. Call to Order
2. Treasurer's Report
3. Approval of 6/08 Minutes
4. Standing Reports
  - A. CVB Report
  - B. Downtown Patrol/Parking
  - C. HPC
  - D. Parking Board
5. Unfinished Business
  - A. Master Plan Presentation  
August 5
6. New Business
  - A. Tour Operator/Managers Visit
  - B. Downtown Christmas Lights
  - C. Discussion of Downtown  
Newspaper/Information  
Receptacles
  - D. Recommend Action on  
Parkin Space Variance for  
Concho Commons
7. Announcements
  - A. Business Expo
8. Adjournment

**Food for the  
Downtown Association  
Meeting  
Provided by J's Bistro**

**Business Expo  
August 21**

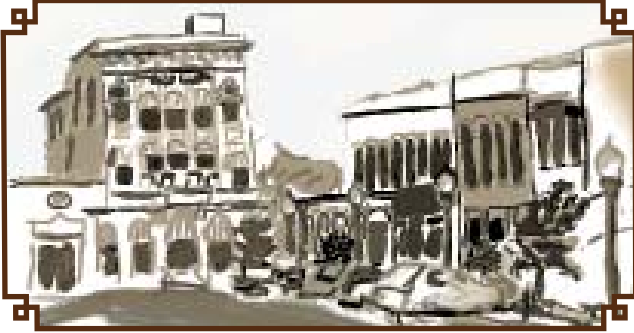
The Main Street Program is sponsoring two booths at the 2008 Business Expo to showcase downtown businesses.

There is no charge to downtown businesses, however you are requested to furnish a door prize.

The Business Expo, sponsored annually by the Chamber of Commerce, will be held on Thursday, August 21, at the Activity Center. Event hours are 1-7 pm. Approximately 2000 people attend the event.

The Expo provides a creative way to market your business to the community and the area. The booths open at 1 p.m.

For more information, call the Main Street office, 393-8430.



### From the President

The Concho Commons project planned for the area between Guadalupe & LBJ, fronting on Concho Street is requesting a Planned Development Overlay Zoning District designation for their project. This designation allows varied standards from other zoning districts including parking. The developer has requested a 36% reduction in parking spaces.

We will overview the project and discuss the proposed parking variance and its impact on surrounding downtown businesses at our meeting on July 29. **Your input is very important.** The downtown Association will provide a report to the Planning & Zoning Commission on August 12.

My contact number is: 512.627.5459 or

E-mail: allenshy1@yahoo.com

Allen Shy

### Your Membership is Important

Annual Dues \$50

January -December 2008

The Downtown Association

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Mailing Address: (if different) \_\_\_\_\_

Phone#: \_\_\_\_\_ FAX#: \_\_\_\_\_

E-Mail: \_\_\_\_\_

\_\_\_\_\_  
Signature of Business Representative

Thank You for Your Support of Downtown!

## C-SPAN's "Road to the White House" Bus Tour Visits San Marcos

San Marcos residents joined the thousands who have toured C-SPAN's Campaign 2008 Bus as part of the "Road to the White House" tour when the bus stopped at Downtown Square, July 15.

The 45-foot mobile production studio is on the campaign trail to promote and enhance C-SPAN's comprehensive political coverage, traveling to major political events such as candidate debates and speeches in early primary states, and touring state capitol.



Molly Ann Garcia, Grande Communications, Councilmember Kim Porterfield, and Hutch Bass, Vice President/ General Manager of Grande were on hand to welcome the C-SPAN bus.



Councilmember John Thomaides joins others to view the mobile production studio inside the bus.

The event in San Marcos was a partnership with Grande Communications. The "Road to the White House" tour, named after C-SPAN's renowned political program, is marking its 20th year. Grande funds C-SPAN on Cable Channel 21 for residents of San Marcos.



## **Downtown Association Seeks Your Input!**

The Downtown Association will review the proposed Concho Commons project, located between LBJ and Guadalupe Streets, 1/2 block north of University Drive, and discuss the requested reduction in the project's parking spaces and the impact on businesses in the downtown area.

A request for a Planned Development Overlay Zoning District is being sought which may allow a variety of zoning standards to be increased or decreased. The project was presented to the Planning & Zoning Commission on Tuesday, July 22 by the Mitchell Planning Group and Alamo Architects on behalf of Bobcat Investors and W.C. Carson Properties.

Downtown Parking Board Chair, Kyle Maysel, told the P&Z Commissioners that, in his opinion, the project would benefit the downtown area, but expressed concern regarding the proposed 36% reduction in parking spaces. Maysel stated other downtown businesses should not have to accommodate the project's lack of parking. Adequate parking should be included in the Concho Commons' footprint.

Larry Rasco, Downtown Association Vice-President, asked Commissioners for additional time for the downtown business community to study the Concho Commons proposal.

The Planning & Zoning Commission will hold a public hearing on the Planned Development Overlay Zoning District on August 12, 6 pm, at City Hall.

**The Downtown Master Plan will be presented to a joint City Council/Planning & Zoning Commission workshop on August 5 at City Hall.  
Watch for more information**

## **Desire for Walkable Lifestyles Dramatically Increasing**

*Excerpts from an article by Lara Farrar*

"The American dream is absolutely changing," Christopher Leinberger, an urban planning professor at the University of Michigan and visiting fellow at the Brookings Institution, recently told CNN. Leinberger stated that this is a major shift in the way an increasing number of Americans -- especially younger generations -- want to live and work.

Instead, they are looking for what Leinberger calls "walkable urbanism" -- both small communities and big cities characterized by efficient mass transit systems and high density developments enabling residents to walk virtually everywhere for everything -- from home to work to restaurants to movie theaters.

This change can be witnessed in places like Atlanta, Detroit, and Dallas said Leinberger, where once rundown downtowns are being revitalized by well-educated, young professionals who have no desire to live in a detached single family home typical of a suburbia where life is often centered around long commutes and cars. And aging baby boomers are looking for a more urban lifestyle as they downsize from large homes in the suburbs to more compact town houses in more densely built locations.

The so-called New Urbanism movement emerged in the mid-90s and has been steadily gaining momentum. Recent market research indicates that up to 40 percent of households surveyed want to live in walkable urban areas, said Leinberger. The desire is also substantiated by real estate prices for urban residential space, which are 40 to 200 percent higher than in traditional suburban neighborhoods -- this price variation can be found both in cities and small communities equipped with walkable infrastructure, he said.

But as the market catches up to the demand for more mixed use communities, the United States could see a notable structural transformation in the way its population lives.

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Welcome to Downtown

**VROOM Scooters**

**109 E. Hopkins**

**757-8985**



**Gabby B's Boutique**

**118 S. LBJ**

**392-4650**



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For information:

The Main Street Program

630 East Hopkins--mailing address

202 East Hopkins--office location

San Marcos, Texas 78666

512.393.8430